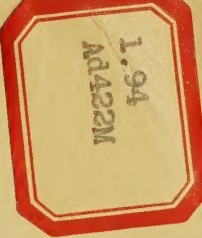
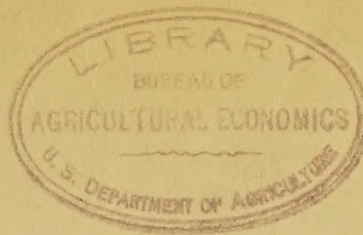


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UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Adjustment Administration
Washington, D.C.

U.S.D.A. AGR. ADJUST. ADMIN.

September 14, 1933

To Mayors, Consumers' Councils, Home
Economic Groups, and others
interested in or concerned with
proper control of food prices.

We take pleasure in enclosing the first issue of the
Consumers' Guide, published under authority of the Agricultural
Adjustment Administration.

Consumers are being asked to pay higher prices for food.
They want to know why. They want to know how much of these
price increases is fair, and who is getting the benefit of them.
The Consumer's Guide is designed to answer these questions. It
gives facts on retail prices in 51 cities for 16 representative
foods. It shows differences from city to city, the cities that
have increased their prices more than the average, and are
charging a higher total price than customary.

Higher prices to consumers are unjustifiable unless they
are related to better pay to farmers and workers. This is the
heart of the recovery program. So far as we can, therefore, we
are reporting in this bulletin on how much of the increases in
these representative foods is going into the farmers' pockets.

The Consumers' Guide will be issued every two weeks, and
a copy will be sent to you without charge, if you desire. You
will undoubtedly find it of great interest to the consumers'
organizations in your community. I suggest that you bring it
to their attention and discuss with them possible ways of making
it useful to the individual members of such organizations.

Mayors in a number of cities have created Consumers'
Councils made up of representatives of groups such as the General
Federation of Women's Clubs, Consumers Leagues, Home Economic
groups, women's city clubs, trade unions, the League of Women
Voters, and other civic associations which reflect the interest
of the consumers.

Some of these councils have undertaken to check their local retail prices with the aid of trained specialists from local universities and schools, for the purpose of supporting fair merchants who are not taking advantage of unsettled conditions to profiteer or pyramid prices. This Consumers' Guide serves as a yardstick of fair price advances for these councils in their work in this field.

Subsequent issues will include, not only retail price data, but other information of value to consumers on food standards, grades, and budgets. This information is designed to help the public buy wisely and economically.

Will you kindly advise us, first, as to whether a Consumers' Council or its equivalent exists in your community; second, as to what activities are being carried on by such organizations; and third, as to whether you desire that your name be placed on the regular mailing list for the Consumers' Guide.

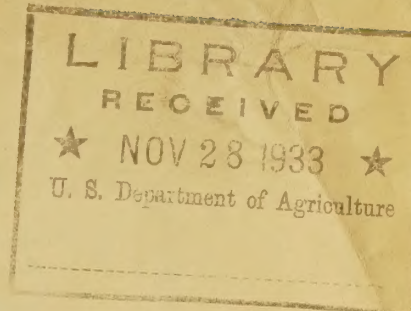
Respectfully yours,

Frederic C. Howe

Frederic C. Howe
Consumers' Counsel

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UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL ADJUSTMENT ADMINISTRATION
WASHINGTON, D. C.



My dear

I beg to thank you for your letter relative to price conditions in your community.

It is, of course, impossible for us to supervise local conditions or investigate every complaint. We are, however, desirous of receiving such information as you have sent us which keeps us advised of conditions throughout the country.

You have probably noticed in the press that consumers' councils are being organized throughout the country, many of which have been created by the mayors. These councils are made up of representatives from consumers' groups such as women's clubs, home economics clubs, city clubs, trade unions and the like. It may be that there is such a council in your community. If not, one may be organized in the near future.

To these consumers' councils bulletins are being sent to enable them to better understand what is taking place as to prices throughout the country and means for the control of prices when they are out of line with proper costs. There are frequent radio broadcasts on this subject. The press is being used for the same purpose. If you follow this publicity you will be able to keep informed as to the service the Government is rendering in its attempt at the control of unwarranted price advances as well as of the activities which local organizations can undertake.

I beg to remain

Very respectfully yours,

Frederic C. Howe,
Consumers' Counsel.

I am to thank you for your letter relating to the conditions
of your community.

It is of course, impossible for us to register local conditions
or to make any very detailed. We are, however, desirous of receiving
and information as you have sent us which keeps us advised of condi-
tions throughout the country.

We have probably noticed in the press that some of our
are being organized throughout the country, many of which have been
created by the negro. These committees are made up of representatives
from churches, groups and as women's clubs, from various clubs,
city clubs, trade unions and the like. It may be that there is not
a central in your community. It may not be organized in the near
future.

The House committee on Education is holding a hearing on the
question of federal aid to the states in the field of education
and is particularly interested in the control of education. They are out of
line with proper state. There are frequent radio broadcasts on this
subject. The program is being used for the same purpose. It is our belief
that possibly you will be able to keep informed as to the service the
Government is rendering in the attempt to the control of unscrupulous
force advances as well as of the activities which have organization
can undertake.

I beg to remain

Very respectfully yours,

Frederic C. Howe
Committee on Education